

Collaboratively hosted by:



**IConBEM**  
The International Conference on Business  
and Engineering Management

### Letter of Acceptance

Dear **Rolan Patrada** (Paper #083),

Congratulations!!! On behalf of the IConBEM 2020 program committee, we are pleased to inform you that your paper has been accepted for presentation at IConBEM 2020 conference. The conference will be held on February 01<sup>st</sup>, 2020, in Surabaya, Indonesia. Please follow the listed points to prepare your final version of your paper/abstract:

1. Please revise your abstract based on reviewers' comments below (if any). You should consider putting the affiliation name correctly.
2. Please update your revised version of the abstract to the EasyChair submission system with the full paper attached.
3. Please register for the conference according to the scheduled date. At least one author of each paper needs to register. The registration account is:  
<https://ecommpg.klikbca.com/BCAPGW/Payment/Link?plid=3174>
4. Please directly inform us (Mrs.Anandita- +62-817-035-40-888, or Mrs.Muniroh- +62-851-3247-9080) after you complete the registration payment. Otherwise, we will assume that your paper will be withdrawn automatically.
5. Please visit the conference website to find all the information and updates about the conference venue, location, and conference program.
6. Please note that each accepted paper/abstract should be presented at the conference.
7. Please keep the updated information from the website: <http://bit.ly/iconbem>

We look forward to meeting you at the IConBEM venue.

Best Regards,



**IConBEM**  
The International Conference on Business  
and Engineering Management

Dr. Ir. Arman Hakim Nasution, M.Eng.Sc  
IConBEM 2020 Conference Chair

Important Dates:

- Early Bird Registration: December 20<sup>th</sup>, 2019
- Final Paper/ Camera Ready Submission: January 03<sup>rd</sup>, 2020
- Late Registration: January 05<sup>th</sup>, 2020
- Conference Date: February 1<sup>st</sup>, 2020



Collaboratively hosted by:



### **Reviewer's Comments**

The author submit the research entitled "Factors that affect e-Word of Mouth, Behavioral Intentions, and e-Loyalty through e-Customer Satisfaction for e-Commerce Users", which we found interesting. The author can project the overall research summary and tell all the essentials aspects such as contributions and a bit detail in methodology. The reader can grasp the idea from this abstract quite easily.



# Factors that Affect e-Word of Mouth, Behavioral Intentions, and e-Loyalty through e-Customer Satisfaction for e-Commerce Users

Rolan Patrada<sup>1</sup> & Erna Andajani<sup>2</sup>

<sup>1,2</sup>Department of Business and Economics, University of Surabaya, Indonesia

**Abstract**— The 4.0 industrial revolution has changed people's behavior to use everything through technology. This happens also in terms of shopping that can be done by many people through e-commerce. This study aims to examine the effect of online convenience, website design, security, information quality, and e-service quality on e-word of mouth, behavioral intentions, and e-loyalty through e-customer satisfaction respondents who use e-commerce to shop at Indonesia, especially Surabaya. The data used in this study are primary data obtained through distributing questionnaires to 205 respondents who are male and female e-commerce users, who are at least 15 years old, and have conducted transactions in e-commerce at least 5 times in the past year. The sampling technique in this study is non-probability sampling. This research uses a quantitative approach using statistical testing. The test was carried out using the Structural Equation Modeling (SEM) method with the SMART-PLS 3.0 program. The results of this study indicate that only online convenience, security, and information quality have an influence on other dependent variables through e-customer satisfaction, while website design and e-service quality have no effect.

**Abstrak**— Revolusi industri 4.0 yang terjadi saat ini membuat perilaku masyarakat menjadi berubah untuk menggunakan segala sesuatunya melalui teknologi. Hal ini terjadi juga dalam hal berbelanja yang bisa dilakukan oleh banyak orang melalui e-commerce. Penelitian ini bertujuan untuk menguji pengaruh *online convenience*, *website design*, *security*, *information quality*, dan *e-service quality* terhadap *e-word of mouth*, *behavioral intentions*, dan *e-loyalty* melalui *e-customer satisfaction* pelanggan yang menggunakan *e-commerce* untuk berbelanja di Indonesia, khususnya Surabaya. Data yang digunakan dalam penelitian ini adalah data primer yang didapatkan melalui penyebaran kuesioner kepada 205 responden pengguna *e-commerce* yang berjenis kelamin laki-laki dan perempuan, berumur minimal 15 tahun, serta pernah melakukan transaksi di *e-commerce* minimal 5 kali dalam satu tahun terakhir. Teknik pengambilan sampel dalam penelitian ini adalah *non-probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan pengujian secara statistik. Pengujian dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) dengan program SMART-PLS 3.0. Hasil penelitian ini menunjukkan bahwa hanya *online convenience*, *security*, dan *information quality* yang memiliki pengaruh terhadap variabel tergantung lainnya melalui *e-customer satisfaction*, sedangkan *website design* dan *e-service quality* tidak memiliki pengaruh.

**Keywords**— *Online Convenience*, *Website Design*, *Security*, *Information Quality*, *e-Service Quality*, *e-Word of Mouth*,

*Behavioral Intentions*, *e-Loyalty*, *e-Customer Satisfaction*, *e-Commerce*.

## I. INTRODUCTION

Revolusi industri 4.0 sedang menjadi topik yang sangat menarik dan sering diangkat ke dalam berbagai forum. Hal ini karena kehadiran revolusi industri 4.0 ini memengaruhi berbagai bidang kehidupan manusia khususnya di bidang ekonomi. Perubahan dalam revolusi industri tidak terjadi dalam kurun waktu puluhan tahun, namun dalam hitungan bulan. Membangun ekosistem yang tepat juga menjadi penting untuk menghadapi revolusi industri ini. Contoh perusahaan yang saat ini sudah bisa mengubah kebiasaan dan perilaku masyarakat adalah perusahaan Go-Jek.

Pesatnya perkembangan yang terjadi dalam dunia teknologi ini memberikan dampak perubahan kepada pihak produsen maupun konsumen. Adanya arus percepatan dalam penggunaan teknologi informasi khususnya pada media sosial memberikan perubahan terhadap perilaku konsumen dalam hal komunikasi, berbagi informasi, merekomendasikan produk dan interaksi yang terjalin dalam media sosial (Subawa dan Widhiasthini, 2018). Kebutuhan konsumen untuk mendapatkan informasi yang cepat, spesifik dan mudah untuk diakses melalui *smartphone* memberikan perubahan terhadap cara berpikir, gaya hidup, eksistensi, *self-esteem*, sosial budaya, serta sampai menghilangkan moral etika dalam pergaulan hidup bermasyarakat. Gaya hidup yang mengarah kepada budaya praktis dan instan membuat *online shop* dan jasa pengiriman makanan

<sup>1</sup>Author name is Rolan Patrada, Department of Business and Economic, University of Surabaya, Surabaya, 60293, Indonesia. E-mail: patrada.rolan@gmail.com

<sup>2</sup>Author name is Erna Andajani, Department of Business and Economic, University of Surabaya, Surabaya, 60293, Indonesia. E-mail: worldnot2013@gmail.com